

## / CONTACT

507-351-9737

edenehm@gmail.com

edenehmdata.com

linkedin.com/in/edenehm

## / EDUCATION

**Master of Science,  
Business Intelligence  
& Analytics (MS-BIA)**  
Creighton University

**Master of Business  
Administration (MBA)**  
Creighton University

**Bachelor of Arts,  
Mathematics, Biology**  
St. Olaf College

## / SKILLS

- SQL Python R
- Advanced Excel
- Tableau
- Domo
- Power BI
- Looker
- Flourish
- Azure ML Studio
- DataBricks
- VS Code
- Jupyter
- Marketing Mix Models
- Stats & Math
- Machine Learning
- Business Intelligence
- Data Visualization
- Data Storytelling

## / EXPERIENCE

**Data Scientist | Marketing Architects****Dec 2023 - Dec 2024***Role eliminated by company*

- MA's 1st Data Scientist, create and lead ad hoc DS Team. Vision and build advanced data capabilities.
- Create models and lead MLOps to solve business problems.
  - Developed model ensuring maximum pricing efficiencies are maintained, saving \$10k/mo per on-air campaign.
  - Designed living model predicting future performance from limited bid request attributes with demographic and behavioral fields, increased performance metrics as high as +68%.
  - Built framework using models for new reach while minimizing spend, reached 20% of most elusive eyes w/in 1-3 days for low spend.
  - Transition proprietary AI to ML, bi-directional and iterative forecasting and optimization of KPIs to deliver maximum buying efficiencies.
- Organization-wide leader in data visualization, challenge how data stories are told. Develop and update internal/external visualizations and dashboards to convey metrics in compelling and intuitive ways.
  - **Created company-wide data viz resources and best practices.**

**Senior Media Analyst | Marketing Architects****Sept 2022 - Dec 2023**

- Own company's proprietary AI buying and optimization platform. Monitor platform through regular analysis, data validation, business rule improvement, enhancements, and testing.
  - Improved forecasting accuracy 15% monthly and 5% weekly.
  - Fully automated 6+ hr daily manual process to save time and democratize communication.
- Design new analyses using statistical concepts, mathematical models, and visualization techniques, synthesizing data from multiple sources.

**Media Analyst | Marketing Architects****Jun 2021 - Sept 2022**

- Sole team member responsible for daily clearance, spend, and performance predictive modeling for 20+ TV clients.
  - >90% of campaigns ended within +/-10% of month-end targets.
- Collaborate with media strategy and investment directors, analysts, operations specialists, and buyers to determine strategies, advise on budget management, and share context to drive purchasing decisions.
- Lead the maintenance and advancement of media strategies.

**Marketing Director | T-Bock's Bar & Events****Aug 2017 - Jun 2021**

- Analyze menu to optimize offerings and profits on an annual basis and due to pandemic-related operating changes.
- Maintain active social media accounts with >5,000 followers, create content, and monitor reach and results.
- Design website, optimize SEO and SEM, and gather analytic data.
  - Increased traffic 65%. Increased local search results to #1 rank.